

NEW YORK, SUNDAY, OCTOBER 23, 1921.

STREET AMERICA WILL SOON HAVE ITS DASH OF COLOR

Development of National Style of Architecture Shows Definite Trend Toward Polychrome Effect in Decoration, Says Expert --- Faience, Mellow Tinted Clay Tiling, Used With Good Effect in Dwellings, Hotels, Libraries and Even in Business Buildings

By LEON V. SAGAN.

Treasurer of the New York Architectural League.

We are acquiring a mental habit since the termination of the great war which tends to assume that all subsequent results are calamitous by nature. Heroic expectations have been discarded in the stress of strife have ceased to influence action upon the exalted status of credit for nation carries with it the disabilities and embarrassments which made the existence of King Midas a burden; material benefits of any magnitude are unobtainable through confusion in values and financial instability.

In the midst of these depressing circumstances we begin to perceive reassuring signs which point to the dawn of advantages of no mean order affecting the highest phases of intellectual activity in this country. One of the most important of these ethical benefits is evidenced by the augmented spirit of self-reliance which is discernible in the practice of American fine and decorative arts during the last two or three years. This is undoubtedly due to the lengthy interruption of artistic relations with Europe during the war and the consequent lack of occasion for an exercise of that undue modesty which afflicts the American when in contact with the legacies of older cultures. The realization has matured to the effect that an assertion of spontaneous American feeling in artistic expression does not entail a consequent inferiority.

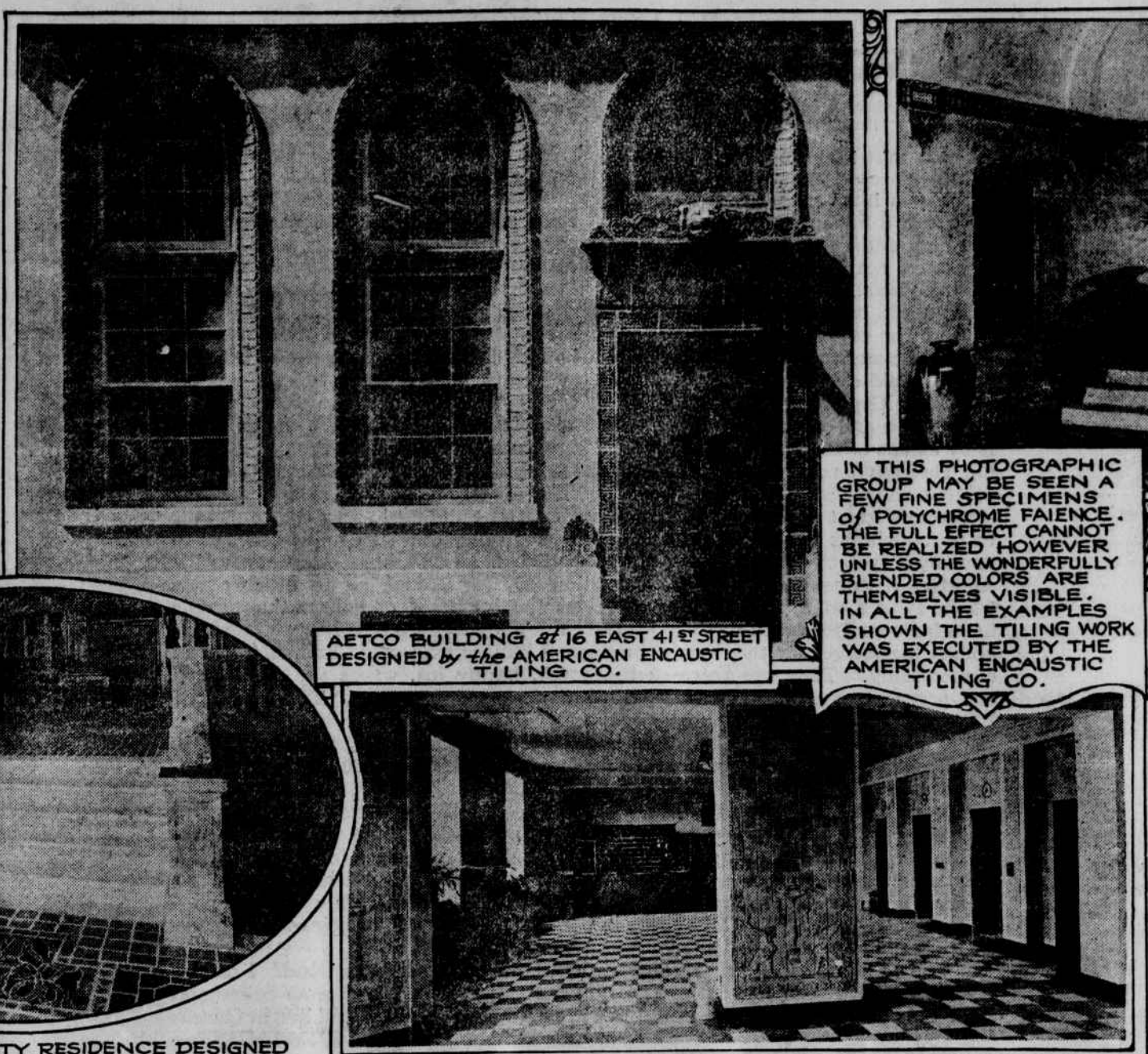
In architecture particularly, which is undoubtedly the most virile of artistic activities to-day, the successful realization of the highest architectural ideals in unprecedented problems has imparted a sense of mastery which liberates the practitioner from that hampering diffidence which is fatal to individual expression.

The American architect has developed his faculties through assiduous study of the decorative and historic traditions of European architecture; he is now peering desire now actuates him toward a self-expression which will be in conformity with his ideals as a stylistic person. As a consequence of these apparently conflicting purposes certain tendencies and directions of imaginative effort are asserting themselves, which are of sufficient interest and breadth of scope to encourage the belief that they will ultimately become factors in a purely American type of architectural expression. Historic traditions prevail as a basis of architectural design. The individual note so far consists in an apparently unconscious revision of scale in ornamental detail and a keen interest in the decorative capacity of arts and crafts. The problem resolves itself into the question as to how an appearance of individuality may be imparted to a building which conforms strictly to the historic traditions of architecture.

One method has proved inadequate to the decorative requirement of the individual type of design. This centered around the use of a variety of structural materials of various textures and color qualities, the latter in its restricted range suggesting to certain architects the direction in which they might find the solution of the difficulty. For some little time now color has figured in the imagination of architects as the decorative resource which can give scenic value without depreciation of stylistic ideals. Tentative essays have been made with colored building materials, and terra cotta, but the lack of necessary tone adjustment of the former and the crudeness of color of the latter, have impeded the execution of many possible color projects.

IN THE LIVING ROOM OF A NEW YORK CITY RESIDENCE DESIGNED BY HARRY ALLAN JACOBS THE MELLOW TILES MAKE A RICH FLOOR BORDER.

A clay material has been perfected which superseded terra cotta, having none of its characteristics in color and texture. This is called "faience," a term originated in France during the latter eighteenth century, which, in the first place, was used to designate beautiful ware having a technical resemblance to those of the Italian potters of Faenza made during the sixteenth century. It has great range of beautiful tones, paralleling those of the ceramics of Persia, China and Italy during the Renaissance. Two illustrations above showing the exterior and an interior view of the Aetco building are typical of a decorative capacity of this highly artistic American product. In the exterior view, rich amber browns are harmonized with black, Tuscan reds and low toned blues, arranged after the polychrome method of the Greeks. In the interior view the effect is obtained by a combination of faience and decorative tiles of brilliant primitive hues. This material is the principal decorative factor in the lobby of the new Ritz-Carlton Hotel at Atlantic City. It is also being used for the ornamentation of the exterior of public buildings in the form of panels and decorative inserts. A great museum in an Eastern city is now being designed which will rival the Metropolitan in size, in which faience is contemplated in combination with a warm toned stone, the idea being to revive the spirit of the harmonies of decorative tiles of brilliant primitive hues. The desire to use color as a feature



AETCO BUILDING at 16 EAST 41ST STREET DESIGNED BY THE AMERICAN ENCAUSTIC TILING CO.

INTERIOR LOBBY OF THE NEW RITZ-CARLTON HOTEL, ATLANTIC CITY, N.J. IN WHICH THE FAIENCE DECORATIONS WERE DESIGNED BY WARREN AND WETMORE, ARCHITECTS

IN THIS PHOTOGRAPHIC GROUP MAY BE SEEN A FEW FINE SPECIMENS OF POLYCHROME FAIENCE. THE FULL EFFECT CANNOT BE REALIZED HOWEVER UNLESS THE WONDERFULLY BLENDED COLORS ARE THEMSELVES VISIBLE. IN ALL THE EXAMPLES SHOWN THE TILING WORK WAS EXECUTED BY THE AMERICAN ENCAUSTIC TILING CO.

of variety in the design of each building.

This is a particularly interesting reversal of the conviction of city builders of the latter half of the nineteenth century in Europe, who believed that the appropriate sense of scale and dignity could only be achieved by long ranges of uniformly designed structures, such as were built in Paris and the other great capitals during that period. In these monochrome vistas, occasionally as on Fifth avenue for instance, we catch sight of a facade enlivened with color in terra cotta, sculpture or some other medium, which first one's imagination with the tremendous architectural possibilities and beauties in polychrome, and with the conviction that before many years have passed our streets will have a joyous appearance, more expressive of the life of a few really successful and important examples for stimulation and aesthetic guidance; we will then enjoy the rare privilege of seeing the evolution of an individual and spontaneous type of architectural expression—purely American.

W. J. Sovereign, president of the Aetco company, announced yesterday that his company has decided to make further price reductions in its ready cut tiles. The cuts will affect all of the 100 designs of cottages, bungalows and houses. Mr. Sovereign further states that in its four mills the company is able to turn out 100 houses a day, and to maintain that output for thirty days would give employment to nearly 100,000 skilled and unskilled men in the building lines.

Fraternity Buys on 16th Street. Duroso Company leased the four-story building at 13 West Sixteenth street, which will be converted into club rooms and living apartments.

Close Big Warehouse Leases. The Russian-American Warehouse and Shipping Company, Inc., has leased the building 37-39 Vesey street to Max Garfunkel, owner of the building, for a term of ten years.

Brooklyn Market. McInerney Klink Realty Company sold the three-story business and apartment buildings, 60x100, at 737-741 Church avenue for Harry Lazaroff and Jacob Klink.

J. Lacey sold for Weisberger & Leichter to Weinstein Bros., a plot, 80x110, on the east side of Ocean avenue, 140 feet north of Avenue L. The buyer will improve with two two-family houses.

Realty Associates sold to M. A. Veda a new two-story semi detached dwelling, with garage, at 874 Fifty-eighth street.

Frank A. Beaver & Co., with Cary Harmon & Co., sold the four-story house at 166 Hicks street, for Mrs. Pauline Rees.

J. Jerome Riker of Riker & Sanders, sold for the Cambridge Building Corporation to Blankstein & Feuerstein for investment, two five-story apartment houses, 105x100, housing forty families, at 110-112 Broadway. The properties are now being sold for about \$40,000.

William Liza, Inc., sold for D. and S. Realty Company 147 Hancock street, a five-story building, 22x55, southwest corner of Nassau street and Hancock street. The purchaser will alter the first floor into stores and the second floor into offices, and will divide the upper floors into two apartments.

Sutton Square to Have Apartments. Tail apartments will likely be erected on Sutton square, opposite the new home of Mrs. William K. Vanderbilt and other prominent people on East Fifty-seventh street as the result of the giving of an option of purchase by the Phelps estate to Webb & Knapp on the southwest and the southeast corners of Fifty-seventh street and Avenue A. Webb & Knapp, who developed Sutton square, plan to erect cooperative apartment houses on the two corners.

To Build Dyckman Flat. The vacant plot, 100x100 feet, on the north side of West 212th street, 100 feet east of Broadway, was sold by Charles Cardfield to the F. M. & S. Corporation, Moore Goodman, president.

The property will be improved with a

church and school.

Lot Sale at Springfield, L. I. The property in the Springfield section of Jamaica fronting on Farmers avenue and Merrick road, which was formerly used as an airplane landing, has been divided into 30 lots, which will be sold at auction on October 29 by Henry Brady, auctioneer. The Merrick road opposite the properties is to be made 100 feet wide. Both the Merrick road and Farmers avenue are paved. There are two railroad stations near the property and a bus line runs over the Merrick road to Jamaica.

During August and September the Tax Exempt Homes Company sold forty houses in the East Flatbush section of Brooklyn. The houses are semi-detached one family structures with steam heat, electricity and hardwood floors. They are situated on East Forty-eighth and East Forty-ninth streets and Schenck avenue, between Avenue D and Foster avenue, and are reached by the I. R. T. subway to Pennsylvania avenue, with changes to the Utica, Reid or Church avenues cars.

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Many improved and vacant properties in the city and Yonkers will be offered by Mr. Kennedy at his special sale on Monday, October 31.

To Sell Gedney Farm Plots. Nineteen choice residential building sites in the Gedney Farm section of White Plains will be sold at auction on Election Day at 3 P. M., by Chauncey B. Griffin & Co. The plots are to be sold separately to the highest bidder, regardless of weather conditions. They are in an improved section of Gedney Farm, where sewer, gas, electricity and water are available. The plots are 1/4, 1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 acres.

WANTS ZONE POWER DEFINED. The Fifth Avenue Association in a statement issued yesterday points out that its opposition to the erection of a twenty-two story office building on the site of the old Grand Union Hotel at Forty-second street and Park avenue by the Pershing Square Corporation is purely technical. The association declares that it has opposed the application to put up the skyscraper on jurisdictional grounds and it desires to establish its contentions that the Board of Estimate and Apportionment of the city is the only body that has a right to amend the zoning law of 1916 and its amendments, and that the Board of Standards and Appeals, by virtue of the legislative act that created it, has merely the power to make certain variations of the law.

YONKERS BROKERS ORGANIZE. Many real estate brokers in Yonkers met last week in the Park Hotel in that city and organized a board of real estate brokers. A number of members of the Westchester County Realty Board were present, and the meeting went on record in favor of becoming part of the county board. Edwin J. Goodhart was temporary chairman. The following officers were elected: President, Thomas S. Burke; vice-president, Edward C. Heald; secretary, Fred Kamper; treasurer, Benjamin McGowan; executive committee, Edward P. Baker, P. P. Christopher, Edwin J. Goodhart, M. A. Goodrich and John H. Glancy.

Building Managers in Membership Drive. The Building Managers and Owners Association has launched a membership drive to increase its membership. The campaign began October 5, and will continue until December 15. Eighty new members must be secured in order to avoid an extra assessment on present members this year. The members are conducting the campaign solely believing that they who have decided to benefit from the association can, through personal contact, "sell" membership in the organization better than a committee of five. Every one of the 184 members has been asked to propose at least one new member during the drive.

THE Liquidation sale of the holdings of Ephraim B. Levy of the Regent Realty Company in The Bronx, which is to be conducted on Wednesday, November 2, in the Real Estate Exchange, 14 Vesey street, by Bryan L. Kennedy, Inc., auctioneer, is an absorbing topic of speculation on the part of builders, home-seekers and speculators. Mr. Levy was one of the best known of the realty pioneers in The Bronx, having begun operations when most of the built up sections of to-day were fields and woodlands.

The properties to be sold include twenty-seven lots of Sedgwick, Undercliff and Poppleman avenues, between 167th and 177th streets, in University Heights, and 150 lots on Woodlawn Heights, opposite Van Cortlandt Park, 238th to 241st street, and seventy-five acres of waterfront property on Eastchester Shipping Canal, opposite Pelham Bay Park, at end of Westchester Landing road. The terms of the sale are 75 per cent. on mortgage for from one to three years at 5 1/2 per cent., or 65 per cent. at 5 per cent. Title Guarantee & Trust Company policies will be given to all purchasers.

Mr. Kennedy will also sell 250 lots in the Pelham Bay Park section on November 5, in the Vesey street exchange. Included in the sale is a hotel and a dwelling. Another sale will be held for the Pearson estate on November 16, in the Vesey street exchange, comprising eighty-five lots opposite Woodlawn Park on Williamsbridge road, adjoining the Arnov estate recently sold by Mr. Kennedy.

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217 JAMAICA LOTS THROWN ON BLOCK

J. P. Day to Hold Sale Nov. 2; Other Offerings Scheduled by Mr. Day.

The recent rapid growth of Jamaica, the transit focus of Queensborough, and the great stimulus to that growth which the impending development of Jamaica Bay will bring about adds considerable significance to the auction sale of 217 lots and one dwelling in the Hillside avenue section which is to be held by Joseph P. Day in the Brooklyn Real Estate Exchange, 139 Montague street, on Wednesday evening, November 2. The properties are on Prospect hill fronting on Flushing avenue, Oceanview and Terrace avenues and adjacent streets which are within the five cent. rapid transit fare zone. The lots are about five blocks from the Long Island Railroad and the B. R. T. elevated station, and two blocks away is a surface line which operates to Jamaica and Flushing.

The first large offering of building lots along the line of the new cross bay boulevard to the Rockaways will occur on Saturday, October 29, when Mr. Day will sell 325 lots near the Rockaway Boulevard station of the B. R. T. elevated line and the Aqueduct station of the Long Island Railroad. The properties are close to the focal point of building at Woodhaven avenue, Liberty avenue and Rockaway Boulevard. The price of land in this section is low enough to offer an exceptional opportunity to home seekers.

On Thursday night, November 16, Mr. Day will offer in the Brooklyn exchange a number of lots in the Kensington section of Flatbush near the Ditmars avenue station of the Culver line extension of the dual subway system. The lots are ready for immediate improvement.

A large number of improved and vacant properties will be sold by Mr. Day at his special auction to be held in 14 Vesey street on Tuesday, November 1, at noon. Two of the most interesting Manhattan offerings comprise the small Forty-second street, opposite to the car barn plot; also the small dwelling, 12 1/2 acre plot, at 54 East Seventy-seventh street, near Park avenue.

Interest Centres on Levy Holdings Sale

Bronx Offerings Awaited by All Classes of Buyers.

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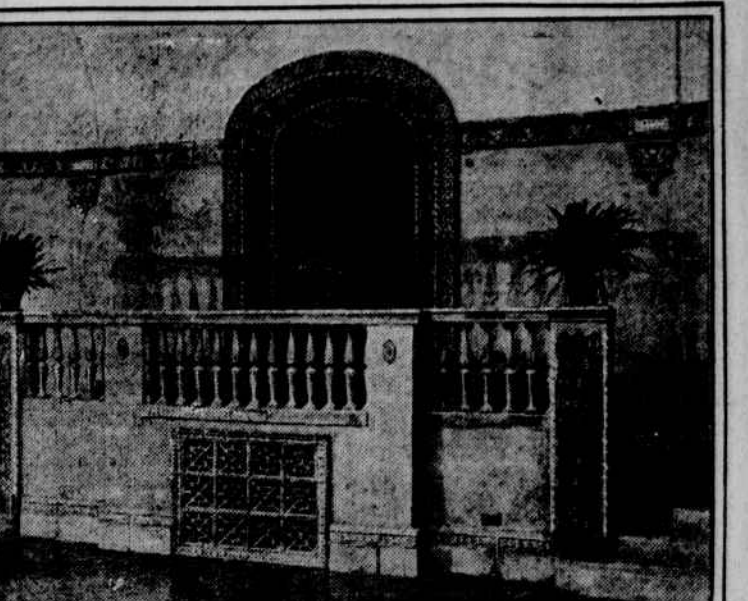
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Apartment Colony Moves North on Millionaires' Row

The heirs of the late Gen. Lloyd S. Bryce have sold to the Fred F. French Company the plot 70.6x100 at the northeast corner of Fifth avenue and Ninety-fifth street, on which the buyers will erect an apartment house similar to the one constructed by them at the northeast corner of Madison avenue and Sixty-sixth street. For some time there have been rumors that this section just above the Carnegie mansion was to be developed with a large multifamily house. The brokers in the sale of the plot were Shaw, Rockwell & Sanford.

In the Dwelling Market. Pedro R. Rincones, Jr., son of the Consul-General of Venezuela, bought the four-story residence, 25x100, at 222 Riverside Drive, north of One Hundred and Fourth street. It was sold subject to mortgages of \$40,000 by the Lebertan Corporation (Morris Borsos).

Wood, Dolson Company, Inc., through R. C. Popper, sold for Mrs. Nellie Herod the three-story dwelling, 16x100, at 127 West Seventy-eighth street to Miss La Grange Beattie for occupancy.

Duroso Company sold the three-story dwelling at 422 West Eighteenth street to Joseph Meyers.

Revels Clark Estate Plot. G. L. Lawrence, the builder, has resold the vacant plot, 100x127, at the southeast corner of Broadway and 172d street, which he purchased last June from the Clark estate. The buyers are the Keasbey Sales Company, dealers in automobile supplies. Mr. Lawrence retains the remainder of the block fronting on Broadway and the northeast corner of 171st street.

Business Property Sales. Spear & Co. resold for Max Garfunkel the three-story building, 25x100, at 4 West Eighteenth street. The same brokers sold for a client of K. C. Newman the five-story building, 28x94, at 49 East Tenth street.

Edward Williams has purchased from Frank J. Bauer for a client the three-story buildings at 266 and 266 1/2 William street, 37.8x80.4, between New Chambers and Pearl streets.

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YONKERS BROKERS ORGANIZE. Many real estate brokers in Yonkers met last week in the Park Hotel in that city and organized a board of real estate brokers. A number of members of the Westchester County Realty Board were present, and the meeting went on record in favor of becoming part of the county board. Edwin J. Goodhart was temporary chairman. The following officers were elected: President, Thomas S. Burke; vice-president, Edward C. Heald; secretary, Fred Kamper; treasurer, Benjamin McGowan; executive committee, Edward P. Baker, P. P. Christopher, Edwin J. Goodhart, M. A. Goodrich and John H. Glancy.

To Sell Gedney Farm Plots. Nineteen choice residential building sites in the Gedney Farm section of White Plains will be sold at auction on Election Day at 3 P. M., by Chauncey B. Griffin & Co. The plots are to be sold separately to the highest bidder, regardless of weather conditions. They are in an improved section of Gedney Farm, where sewer, gas, electricity and water are available. The plots are 1/4, 1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 acres.